

# PASTA AMORE

Brand Style Guide  
COM 232: Desktop Publishing  
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## Mission Statement:

To provide a warm atmosphere for your family where we can share the traditional cuisines of Italy. Our food will always be fun, fresh and filled with love.



# Vision

Pasta Amore combines the cooking traditions and ingredients of Italy with creativity, providing a modern twist on timeless classics.

Our vision for the future is to grow and learn along with our customers. In doing so, we aim to provide an atmosphere that enables this growth and fuels the passion that lives within the essence of the brand.

The approach of Pasta Amore is to develop our brand with the understanding of both our culture and consumer insights. Within our vision always lives the promise of inspiring creativity, conversation and quality.



PASTA  
AMORE

# Logo and Usage



# Logo

Our logo is at the heart of our brand. In understanding how to represent the logo you will effectively understand the brand mission and personality.

Since our ingredients come first, we have integrated the tomato to have the dual meaning as the heart of our brand. It translates well as a strong and recognizable branding mark that can also be used on other applications. The logo supports the brand's emphasis on family and establishes a look representative of the company's current consumers while understanding its future vision.



Alternate logo for horizontal usage preferences.



# Logo Size

When using the logo the proper spacing is vital to ensure clarity and keep the logo free from interruption.



Grid Guides



Sizing Guidelines

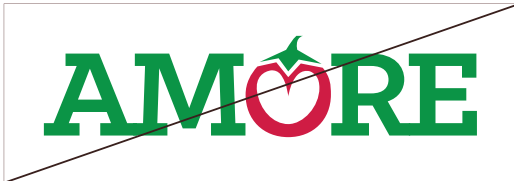
# Logo Usage



Do not alter logo color.



Do not substitute logo symbol.



Do not omit logo elements.



Do not distort logo.



Do not place over distracting backgrounds.

# Logo Color Options

*The primary color palette consists of Marinara Red and Leafy Green.*





# Black and White logo options

Black and white variations can be used as either standard or inversed.



PASTA  
**AMORE**

The logo consists of the word "PASTA" in a tall, thin, black serif font. Below it, the word "AMORE" is in a bold, black, sans-serif font. A small, stylized heart icon with a cross inside is positioned between the two words, centered over the letter 'O' in "AMORE".

PASTA  
**AMORE**


The logo is identical to the one above, but the text is white and set against a solid black rectangular background. The word "PASTA" is in a tall, thin, white serif font, and "AMORE" is in a bold, white, sans-serif font. A small, stylized white heart icon with a cross inside is positioned between the two words, centered over the letter 'O' in "AMORE".

# Color Palette

# Full Color Palette

The primary color palette consists of Marinara Red and Leafy Green.

## Marinara Red



Pantone: 1935C  
CMYK: 13 100 72 2  
RGB: 207 28 68 Hex  
triplet: CF1C44


## Leafy Green



Pantone: 7739C  
CMYK: 86 17 100 3  
RGB: 11 148 70 Hex  
triplet: 0B9446


The secondary color palette is made up of Wine, Espresso, Cafe, Cannoli

## Wine



Pantone: 1815C  
CMYK: 35 94 89 55  
RGB: 95 19 18 Hex  
triplet: 5e1211

## Cafe




Pantone: 4705C  
CMYK: 40 60 75 29  
RGB: 124 87 63  
Hex triplet: 7b573e

## Espresso



Pantone: Black 5C  
CMYK: 50 75 60 50  
RGB: 85 50 55  
Hex triplet: 543136

## Cannoli



Pantone: 482C  
CMYK: 15 20 25 0  
RGB: 216 198 184  
Hex triplet: D8C6B8

# Primary Typography

# Typography

Klinik Slab Book

Klinik Slab Medium

**Klinik Slab Bold**

***Klinik Slab Bold Italic***

*Klinik Slab Book Italic*

*Klinik Slab Medium Italic*

Goudy Old Style Regular

*Goudy Old Style Italic*

**Goudy Old Style Bold**

Klinik Slab can be downloaded for free personal use from

**<http://www.losttype.com/font/?name=klinik>**

Goudy Old Style is part of your personal computer collection.

# Image Use

For images you can use in projects (but not manipulate as per their terms of use) we have access to several different resources through the library (ArtStor, etc.).

<http://libguides.snhu.edu/c.php?g=92439&p=1484545>

Outside of the Creative Commons search (<https://search.creativecommons.org/>) there is a database from the University of Michigan that has been created for students/teachers to use to manipulate (<http://quod.lib.umich.edu/a/aict>)